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Dirk, J. [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA
Eindhoven (NL).

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(74) Agent: **DEGUELLE, Wilhelmus, H., G.**; Philips Intel-
lectual Property & Standards, Prof. Holstlaan 6, NL-5656
AA Eindhoven (NL).

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(71) Applicant (for all designated States except US): **KONIN-
KLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL];
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **BALISTRERI,**
Marcello, L., M. [NL/NL]; c/o Prof. Holstlaan 6,
NL-5656 AA Eindhoven (NL). **BUSCH, Christopher**
[DE/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven
(NL). **WILDERBEEK, Johannes, T., A.** [NL/NL];
c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).
SAALMINK, Milan [NL/NL]; c/o Prof. Holstlaan 6,
NL-5656 AA Eindhoven (NL). **VAN ES-SPIEKMAN,**
Wilma [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA
Eindhoven (NL). **PEETERS, Emiel** [NL/NL]; c/o Prof.
Holstlaan 6, NL-5656 AA Eindhoven (NL). **BROER,**

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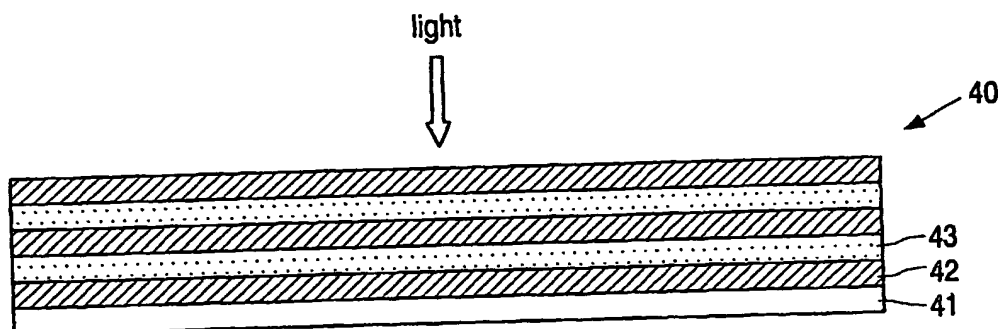
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(54) Title: OPTIMIZED MEDIUM WITH ANISOTROPIC DIPOLE EMISSION FOR FLUORESCENT SINGLE OR MULTI
LAYER STORAGE



(57) Abstract: Optical data storage method, reading method, device (40) and storage medium (42,43), comprising storing data by modifying optical properties of polymer material (42), whereby writing is initiated by reorientation of photo-orientable units, typically by illuminating with light at a wavelength that initiates the reorientation, and whereby reading of data includes collection of anisotropic emission from dipole emitters.